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Done

10/28/94 08:40:01

Drug Fair - Winston Select Promotion Sales Recap

PAGE 1

Sales Period: 7/11/94 - 9/30/94

Department	Item Number	Description	Comments	UPC Code	Units Sold
CIGARETTES/CARTONS	631.929	WINSTON SLCT LITE 100 BOX	CARTON	-12300-20166	52
	631.903	WINSTON SELECT LITE 100S	CARTON	-12300-20277	47
	631.804	WINSTON SELECT KING	CARTON	-12300-70913	68
	631.820	WINSTON SELECT BOX	CARTON	-12300-71013	63
	631.846	WINSTON SELECT LIGHT	CARTON	-12300-71113	34
	631.879	WINSTON SELECT LITE BOX	CARTON	-12300-71213	42
				DEPARTMENT TOTAL	306
CIGARETTES/PACKS	631.537	WINSTON SLCT LITE 100 BOX	PACK	-12300-20165	263
	631.511	WINSTON SELECT LITE 100S	PACK	-12300-20276	307
	631.612	WINSTON SELECT KING	PACK	-12300-70999	353
	631.838	WINSTON SELECT BOX	PACK	-12300-71099	439
	631.853	WINSTON SELECT LIGHT	PACK	-12300-71199	213
	631.987	WINSTON SELECT LITE BOX	PACK	-12300-71299	283
				DEPARTMENT TOTAL	1,858
				FINAL TOTALS TOTAL	2,164

1224.

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*** END OF REPORT ***

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$ 1968.00 total

PGM: #QUERY/SLSBYUPC1

Post-it™ Fax Note 7671	Date 10/28/94 # of pages ▶ 1
To Charlie Nitsenlotte	From Art Muth
Co./Dept. RJ Reynolds	Co. Community Dist
Phone #	Phone # 908-722-8700
Fax # 417-9076	Fax # 908-722-2902

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* * * END OF REPORT * * *

PGM: $QUERY/SLSBYUPC1

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To Charlie Diferendetto	From Art Mitch
Co./Dept. R J Reynolds	Co. Community Dist
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Source: https://www.industrydocuments.ucsf.edu/docs/hmcy0000

Drug Fair

RJR 1995 Merchandising Program
Display Location Survey

Store/Number	Recommended Display Location
Englewood #31	We would change Doral display over to FPD, 2nd FPD could go next to Doral Savings Center(2 40pk trays w/sm. sign) Doral display could go behind the counter on the 2nd shelf (not the very top shelf) 2 80 pk trays w/ sm. sign
Oakland #33	Put the 2nd FPD under the Overhead bin (2-40 pk trays w/sm sign)Doral display on shelf behind cash register Doral Savings Center on floor SS?
Wycoff #19	Possibly Gravity fed FPD between leg of Overhead and O/H bin. Cartons need to be more visible (video displays in front)
Ridgewood #20	very tight on space- FPD possibly on top of Doral Carton disp. or a very small counter display.
Verona #11	2nd FPD Possibly floor display in front of cash register or, NSS on top of packs
Fairfield #12	2nd FPD on counter next to chapstick (no problem plenty of room)
Union #16	2nd FPD in front of register towards the end of the counter or on a floor stand next to the cartons
Woodbridge #6	2nd FPD possibly under Overhead bin ornext to it facing the customer. Doral Savings Center in front of cartons where movies are.
Stirling #3	2nd FPD either next to Savings display (we could make doral display smaller) or, under the overhead bin. Doral savings center behind the counter in corner with solid door w/lock & sign.
Berkeley Height	We could count other O/h bin as 2nd FPD for now We NEED to move the movies from blocking the front of the carton rack.

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Source: https://www.industrydocuments.ucsf.edu/docs/hmcy0000

Warren #18	2nd FPD tall plastic gravity fed display next to register.or under Overhead bin (40 pk tray) facing register.
Middlesex #4	1 FPD on counter sideways (40-Pk tray) 2nd Fpd on shelf right next to Overhead (80-Pk tray) all Self Service. There is no room for a Doral Savings Center.
Westfield #9	We could fit two Self-Service displays on the counter to the left of the 2nd register or in front of the register on 40-pk trays Doral savings display could go NSS on top of the Doral carton display
Cranford #32	Convert current Doral savings display into 2nd full price display and put our savings display NSS on top of the doral carton display.
Rahway #	Change doral display to 2nd full price display then there is room next to basic display to put a doral display.
South Plainfield #1	Put 2nd FPD under Overhead bin . Doral savings center could go in front of belt (slide chips over) S.S.
Manville #5	2nd FPD under Overhead bin savings display on top of doral carton display.
Hazlet	2nd FPD right next to our Overhead bin on counter
Freehold #7	If we must stay NSS then we could put 2nd FPD on the Backbar next to the doral display. If there is no security problem, 2nd Fpd could go under bin or floorstand in front of cartons closest to register.
Old Bridge # 2	Put 2nd FPD in spot where Doral display is and move Doral display overto the right (on top of gum and candy)plenty room
Matawan # 15	Convert existing Doral display to 2nd FPD . Put Doral Carton display(where ICE for snow is) in front of register facing out , then we put savings display on top of new Doral carton display (There is no room for Doral NSS PK display).
Edison # 8	2nd Fpd SS under O/H bin or if store must be NSS possibly on backbar next to Doral display. (No room for SCPO)

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Source: https://www.industrydocuments.ucsf.edu/docs/hmcy0000

Drug Fair
RJR New Contract Program

Store/Number	Current	Option 1	Option 2
# 31 Englewood	Savings Pack/Carton $55.00	NSS Base Plan + Current Disp $81.00	NSS Base Plan + Current Disp. + OPM Signage $111.00
# 33 Oakland	Savings Pack/Carton $55.00	NSS Base Plan+ Current Disp $81.00	NSS Base Plan+ Current Disp. + OPM Signage $111.00
# 19 Wycoff	NSS Base $105.00	NSS-Base Plan $81.00	NSS Base Plan + OPM signage $111.00
#20 Ridgewood	Savings Pack/Carton $55.00	NSS Base Plan + Current Disp $81.00	NSS Base Plan + Current Disp. + OPM Signage $111.00
# 11 Verona	Savings Pack/Carton $55.00	NSS Base Plan + Current Disp $81.00	NSS Base Plan+ Current Disp. + OPM Signage $111.00
# 12 Fairfield	Base Plan /Savings Ctn $190.00	NSS Base Plan / Savings Carton $130.00	NSS Base Plan / Savings Carton/ OPM sign $180.00
# 16 Union	Savings Pack/Carton $85.00	NSS Base Plan + Current Disp $81.00	NSS Base Plan + Current Disp. + OPM Signage $111.00
# 9 Westfield	Savings Pack /Carton $60.00	NSS Base Plan + Current Disp $81.00	NSS Base Plan + Current Disp. + OPM Signage $111.00
# 32 Cranford	Base Plan /Savings Ctn $215.00	NSS Base Plan / Savings Carton $130.00	NSS Base Plan / Savings Carton/ OPM sign $180.00
# 3 Sterling	NSS Savings Pack $35.00	NSS Base Plan + Current Disp $81.00	NSS Base-Plan + Current Disp. + OPM Signage $111.00
# 17 Berkley Hts	Base Plan $140.00	NSS Base Plan + Current Disp $81.00	NSS Base Plan + Current Disp. + OPM Signage $111.00
# 18 Warren	NSS Ctn + Savings/Pk Ctn $155.00	NSS Base Plan + Current Disp. $114.00	NSS Base Plan + Current Disp. + OPM signage $144.00
# Rahway	Savings Pack/Carton $60.00	NSS Base Plan + Current $100.00	NSS Base Plan + Current + Signage $130.00
#6 Woodbridge	Savings Pack $35.00	NSS Base Plan + Current $81.00	NSS Base Plan + Current + signage $111.00
#8 Edison	Base + Savings Ctn $175.00	NSS Base Plan + Current $81.00	NSS Base Plan + Current + signage $111.00

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# 4 Middlesex 26	Savings Pack/Carton $60.00	NSS Base + Current $100.00	-NSS Base+ Current + Signage $130.00
# 1 So. Plainfield 55	NSS Cartons $30.00	-NSS Base + Current $126.00	-NSS Base + Current + Signage $156.00
# 5 Manville 110	Base Plan + Savings Ctn $215.00	-NSS Base + Current $193.00	-NSS Base + Current + Signage $223.00
#13 Hazlet 25	Base Plan + Savings Ctn $215.00	-NSS Base + Current $81.00	-NSS Base + Current + Signage $111.00
#7 Freehold 164	Savings Pack/Ctn $55.00	-NSS Base + Current $114.00	-NSS Base + Current + Signage $144.00
# 2 Old Bridge	Base Plan $175.00	-NSS Base + Current $114.00	-NSS Base + Current + Signage $144.00
# 15 Matawan	Base Plan $75.00	-NSS Base + Current $81.00	-NSS Base + Current + Signage $111.00
TOTALS	~~**$ 2,065.00**~~ 2,300	**$ 2,174.00**	**$ 2,874.00**
			Additional $ 30 Per Store Enhancement to Base Plan For Exclusivity $ 3,534.00

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Source: https://www.industrydocuments.ucsf.edu/docs/hmcy0000